

Monday, March 18, 1985

Advertising Age

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The new USA Band, backed by Anheuser-Busch, rocks the crowd at New York's Lighthouse club. (Staff photo by Annie Adler.)

A USA Band in hand is worth plenty to Busch

By GAY JERVEY

The only beer served that night was Budweiser, at least between 7 p.m. and 10 p.m. Other than that, there was little evidence that the debut of a new rock 'n' roll group called USA Band was signed, sealed and delivered by Anheuser-Busch.

Rarely do unknowns such as USA have their first gig at the Lighthouse, one of Manhattan's current hot spots that sports lines as late as 3 a.m. and normally features taped, not live, music. But this time, St. Louis-based A-B quietly is putting its name, and more importantly, its pocketbook behind a "baby band" that—and here's the rub—has been custom-made for A-B.

So on the big night, one or two gray-flanneled A-B executives milled in the crowd, snapping and swaying a bit self-consciously. But, by and large, the 2,000-strong crowd skewed far more toward anything goes than a corporate one. Mohawk cuts and pink hair mixed with record executives and sashaying models.

Why all the secrecy? Quite simply, as a USA spokesman said, A-B is in the business of beer, not bands; it does not wish to be deluged by young musical hopefuls—so much so that Budweiser declined to comment on its involvement with USA.

Sponsoring undiscovered musical talent is a growing, but not altogether new trend among corporations needing to tap the youth market. A-B's brewing rival, Milwaukee-based Miller Brewing, has adopted music as its linchpin strategy to reach this group, according to Gary Reynolds, president of Gary M. Reynolds & Associates, a Milwaukee-based group that handles all the entertainment/music promotions for Miller.

In addition to the well known Miller High Life concert series, (Continued on Page 96)

ABC-TV turns down a spot of Seagram's

By GAY JERVEY

Joseph E. Seagram & Sons' bid to get on tv with a comparative campaign equating the alcohol content of whisky, wine and beer was dealt a major blow last week when ABC-TV rejected the distiller's proposed campaign.

According to an ABC spokesman, Seagram's plan is contrary to the network's policy prohibiting advertising for hard liquor on its airwaves.

Seagram now is awaiting word from NBC-TV, which was still reviewing Seagram's "equivalency" tv spots late last week. An NBC spokeswoman said a decision was expected soon.

CBS, which was not included in Seagram's original conversations with the networks, will get its chance to scrutinize the campaign this week, according to Walter Haimann, Seagram's senior vp in charge of external affairs.

At the same time, Michael Jacobson, executive director of the Washington-based Center for Science

in the Public Interest, has been talking to network standards and practices executives, urging them to refuse the Seagram effort.

In addition, Mr. Jacobson sent letters to all three networks and the Turner Broadcasting System that, among other things, described the ads as a "real disservice to the public" and "an inducement to drink hard liquor."

According to Mr. Jacobson, the networks told him that they would move very cautiously. "They realize the significance of the issue and don't want to jump," he said.

"They also seemed to think that ultimately Seagram would run the messages under the signer of a group like MADD [Mothers Against Drunk Driving] or SADD [Students Against Driving Drunk]," Mr. Jacobson continued. "But that makes no difference. It's still an ad for liquor."

Mr. Jacobson, a leader in the movement to ban beer and wine advertisers from tv, termed the actual spon-

(Continued on Page 94)

Another exec out in Coca-Cola tiff

More fizz at McCann

By VERNE GAY

New York—A top-level executive at McCann-Erickson was ousted last week following conflicts with the media management of the agency's largest account, Coca-Cola Co.

Dan Riordan, senior vp-director of national broadcast, a veteran network negotiator who formerly supervised Ford Motor Co.'s network business at J. Walter Thompson USA in Detroit, was dismissed last week after holding the McCann position for just six months.

Mr. Riordan is the second top media executive to be ousted from the position in less than a year. Rick Busciglio, now an account exec with the Christian Broadcasting Network, also reportedly left the department under similar circumstances.

Commenting from his home, Mr. Riordan said, "I'm extremely disappointed and surprised at the turn of events. My long record and experience in the business speaks for itself." Mr. Riordan would not elaborate on the reasons for his departure or his next move.

Mr. Riordan will be replaced by

John Otter, senior vp-director of network programming for SSC&B, which, like McCann, is a Coca-Cola Co. agency and a member of the Interpublic Group of Cos. No successor to Mr. Otter was named.

Mr. Riordan's immediate superior, Gordon Link, exec vp-director of media services, also would not go into details about the situation. He said, however, that the succession was "healthy" for McCann's network buying group and denied that the group, which has experienced turnover in recent months, was in turmoil. "The de-

(Continued on Page 99)

Last Minute News

Ogilvy & Mather wins \$35 million Hardee's pitch

ROCKY MOUNT, N.C.—Hardee's Food Systems has moved its \$35 million national ad account to Ogilvy & Mather, New York, following a review that also included N W Ayer, Ted Bates Advertising/New York and William Esty Co. "In the final analysis, we saw three or four excellent campaigns, but only one long-term positioning," said Ronald Wertheim, exec vp-marketing, explaining why O&M was named to succeed Benton & Bowles (AA, Jan. 14). A new campaign for the 2,315 store fast-food chain will be launched this summer.

Cunningham & Walsh to leave Dallas behind

NEW YORK—Cunningham & Walsh's Dallas office, not yet three years old, will be closed May 1, forcing the Dallas Morning News and Lennox Industries into agency searches. C&W said it intends to concentrate on its larger offices. Both C&W orphan accounts expect to name new Dallas-based agencies.

General Foods freshens Maxwell House cans

WHITE PLAINS, N.Y.—General Foods is introducing Maxwell House ground roast with a "fresh lock packet"—a new concept that the company says allows for a fresher brew due to a packaging device within the can—into a spring Dallas test market. Ogilvy & Mather, New York, is the (Continued on Page 8)

Stroh in search for new items

By JESSE SNYDER

DETROIT—Stroh Brewery Co. is setting up a marketing "booth" for new products, with veteran exec John Bissell in charge of creating major new money-makers.

White Mountain Cooler is the first new product (AA, March 11) under Mr. Bissell, now senior vp-special products, but an imported superpremium beer and rebirths of Primo and Erlanger brands are likely soon.

The special-products division is (Continued on Page 96)

New dentifrice

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DC20014 CONGLI
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Creative showcase?

HCM bubbles over Orangina

By STEWART M. ALTER

Havas Conseil Marsteller, which needs to make some creative waves in New York and London as part of its growth strategy, will get a good opportunity with new commercials in that most visible of categories—soft drinks.

It has been assigned advertising for Orangina, a carbonated citrus beverage that has more than a 20% share of the soft-drink market in France, but previously was introduced unsuccessfully into the U.S. under another name. HCM also handles the brand in the U.K.

"We see New York, Paris and London as important markets for developing agency creative reputations," said Robert Schmetterer,

president-ceo worldwide of the \$500 million agency formed this year as the result of a joint venture between Marsteller and the French-based Havas Conseil.

Since HCM is betting there's a niche in the multinational agency world it can fill by being a creative powerhouse in each of its U.S. and European offices, winning that reputation in those three prominent markets is a cornerstone of its strategy.

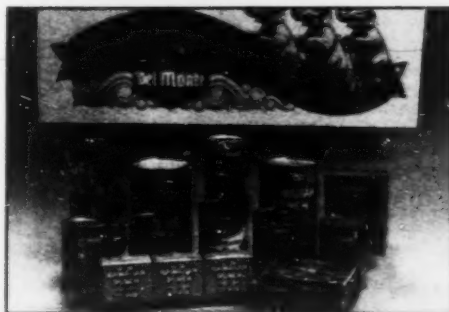
HCM/Paris, the largest European office, already is strong creatively, while HCM/London, which is small, won't get a new creative director until midyear. But HCM/New York, a \$75 million agency and second in size in the

(Continued on Page 96)



Food and circuses

Clowning around in the supermarket is featured in new Del Monte spots for its "Big top bonanza" promotion, which includes a \$4 refund for 50 UPC symbols from product labels. The company will sponsor a Ringling Bros. and Barnum & Bailey Circus tv special on CBS-TV April 15. Agency is McCann-Erickson, San Francisco.



Highlights

General Mills and Kellogg Co. are facing off over bran cereal, with the first battle being waged in upstate New York markets. See Page 4.

Just as the overextended consumer who's made liberal use of credit cards, John Blair & Co. now finds itself paying for its purchasing habits in stock-price fluctuations and executive shake-ups. See Page 6.

Food advertisers may have gotten a cautious green light from the Food & Drug Administration to use medical claims in promotions, but the industry hasn't exactly lurched into overdrive to take advantage of the agency's new attitude. See Page 12.

Acorn Computer, the top player in the U.K.'s educational computer market but a failure so far in the U.S., is hoping a new link with powerful AT&T will help it penetrate schools here. See Page 28.

Paul Harper Jr., chairman emeritus of Needham Harper Worldwide, stresses quality people as the key to success in the advertising business. See Page 40.

Gillette Co. will add a new dimension to the daily shave this

CATEGORY REVIEW

The end of import restrictions on Japanese cars March 31 will bring increased ad spending in the U.S. automotive market, but the new burst won't come immediately. See Page 4.

FORUM

DDB vp Ned Brown looks ahead to advertising's role in upcoming political campaigns. See Page 18.

Michael Shay writes on "How to Denver." See Page 18.

INTERNATIONAL

An Australian gold rush is on as Citicorp, BankAmerica Corp., Chase Manhattan Bank, J.P. Morgan & Co. and Bankers Trust Co. all are setting up shop Down Under. The banks are taking advantage of the Australian government's decision last month to grant licenses to 16 foreign banks, including five U.S. ones. See Page 58.

Federal Express Co. and DHL International are expanding in Europe as the battle heats up for shares of the international courier market—expected to reach \$5 billion by 1989. See Page 58.

Southland Corp.'s 7-Eleven chain in Hong Kong, after four years of dominating the convenience-store market, is getting ready for some stiff competition. The newcomer is Circle K Corp., which is trying to gradually muscle its way into a market now dominated by 7-Eleven, which has 97 outlets. See Page 60.

DIRECT MARKETING

Last year was a strong one for direct-marketing agencies, according to the annual survey of billings released by the Direct Marketing Assn.'s research department. See Page 76.

The key to profits in direct marketing is repeat business, but little thought is given to retaining customers until the introductory advertising is well under way, according to one agency executive. See Page 76.

COMING THURSDAY

SPECIAL REPORT

Sixty-two per cent of U.S. Hispanics live in the top 10 Hispanic markets. Understanding these people provides the key to grasping the whole Hispanic market.

REGULAR FEATURES

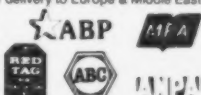
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Israel touches off fresh tomato tempest in U.S.

By LENORE SKENAZY

NEW YORK—This food fight is dirty. Florida tomato growers are accusing Israeli tomato exporters of "dredging up illusions [sic] of the Holocaust" in their ads.

Agrexco, the government and kibbutz-owned Israeli company exporting Carmel brand tomatoes and other produce, ran ads in the *New York Times*, plus 30 and 10-second spots on local tv, to promote its premium tomato. "Move over, you thick-skinned, mealy mouth, paleface imposter. There's a new tomato in town," challenges the copy.

The ad goes on to describe how American "Agribusinessmen" force-feed their tomatoes to get a quick yield. They wean them too early, pluck them from the vines still green and gas them to turn 'em pink. Then they cram them into semi-trailers and turn them out into the street. Tsk. Tsk. No way to turn out a nice tomato.

The Florida Tomato Exchange, a 30-member organization representing most of the South and Central Florida tomato farmers, urged

the *Times* to stop running the ad. In a Feb. 11 letter penned by the Exchange's pr man, David Gustafson of Communication Resources, Waukesha, Wis., it noted that from mid-October to mid-June more than 90% of the tomatoes found in New York markets are shipped from Florida. "So these obviously must be the [ones] that Agrexco tells to move over."

When the *Times* refused to reject the ad, Mr. Gustafson issued a press release headlined "Israel declares war on U.S. tomato industry."

The release said: "Dredging up illusions of the Holocaust, the Jewish ads denounce American tomatoes for being 'gassed' and 'crammed into semis' for shipment. They accuse Americans of 'force-feeding tomatoes' and 'weaning them' too early from the vine." Wayne Hawkins, exec vp of the Florida Tomato Exchange, was quoted as saying, "Resorting to slurs, intentional distortions and outright lies about tomato production in the United States is an affront; it's counterproductive. I

(Continued on Page 94)

Ally in global linkup

Shopping around

By CLAIRE WILSON

PARIS—Advertising agencies in 35 countries—including the U.S., represented by Ally & Gargano in New York—will announce March 19 that they have formed an unusual new international network whose members have total gross income in excess of \$90 million.

The network, called Grandfield Rork Collins International Holding Co., or GRCI, has as founding members Homsy Delafosse et Associates, Paris; Edem, Athens; Asso-

ciati Globe, Milan, and Schofield Sherbon Baker, Sydney, as well as London-based Grandfield and Ally.

Federal Express, an Ally & Gargano account, is the network's first international client. The campaign for Federal Express will break in Europe in May (see related story on Page 58).

Nigel Grandfield, chairman of GRCI, also is GRCI's chairman. How the agency will organize itself to service clients across borders

(Continued on Page 94)



summer when it introduces Atra Plus, a shaving system with a lubricating strip that's designed to give its customers a smooth and soft, rather than just close, shave. See Page 53.

Blair slows buys to fine-tune management

By WILLIAM F. GLOEDE

NEW YORK—Just as the overextended consumer who's made liberal use of credit cards, John Blair & Co. now is paying the price of its purchasing habits.

During the past 12 months, Blair's stock price has swung wildly from a high of \$40 to a low of \$14 on the New York Stock Exchange. Its 1984 pretax earnings

were less than half of 1983's \$35.2 million, despite the doubling of revenues from \$414.3 million in 1983 to \$842.4 million last year. And two of its units, John Blair Marketing and Advo/Blair, underwent extensive changes in management and staff late last year and early in 1985 (AA, Oct. 29, et seq.).

To complicate matters further, Blair's stock recently has moved rapidly from 14¢ to 22¢, setting off wild rumors on Wall Street that several communications companies and even an insurance company wanted to buy Blair.

Jack W. Fritz, Blair's president, has an explanation for Blair's perceived malaise. The company, in the past two years, has sunk about \$100 million into media acquisitions, with its most recent buy being the Hartford, Conn.-based Advo System. When Blair bought Advo in early 1984, it embarked on a rapid expansion program that proved extremely costly. At the same time, the bottom fell out at another of Blair's units—John Blair Marketing—due to changes in the marketplace. The result was the poor 1984 earnings performance, and the sharp drop in the price of Blair stock.

In an ADVERTISING AGE interview with three Blair executives in the company's offices here, Mr. Fritz

said, "When we were at 45, about a year-and-a-half ago, that was probably too high, a little euphoric. Certainly, the price dropping down to 14 was ridiculous."

Ridiculous, maybe. But it did attract investors, including the Allstate Insurance Co.'s Equity Fund, which, already an investor, acquired more Blair stock, putting it over a 5% ownership position and making necessary a filing with the Securities & Exchange Commission. Wall Street analysts began speculating that Allstate (some called it Sears, Allstate's parent) was seeking to buy Blair.

A depressed-market bargain

Mr. Fritz scoffs at that notion, saying he believes Allstate as an institutional investor saw a bargain in Blair's depressed-market price and increased its holdings.

"Every time our stock starts to go up a little bit, the rumors hit the street that somebody is going to buy us," he said. "We're fairly thin out there, so if anybody wants to come in and buy a little bit, the stock will jump up a point and a half or two points in a very short period of time."

Mr. Fritz believes Blair is less like an overextended consumer than a consumer who bought a Picasso at a bargain-basement price. In 1984, Blair bought itself what

Mr. Fritz calls a \$40 million "machine"—Advo—that he expects will dispense cash for acquiring radio and tv stations.

Advo/Blair is the nation's largest third-class mailer. During the past three years, its revenues have more than tripled from a little more than \$100 million in 1982 to \$320 million last year. But that explosive growth came at a price. The rapid expansion, the result of what Mr. Fritz called the "grandiose" vision of Advo's former owners, had the company starting Marriage Mail programs to a substantial number of markets where profits were marginal at best.

"We extended ourselves pretty rapidly in 1984," said Mr. Fritz.

Last fall, Blair began cutting the number of markets served by the Advo/Blair unit from 215 to 160 and consolidating operations in several other markets.

"Now, we're managing for profit," he said. Advo has no expansion plans for the near term.

Added Hugh Beath, who joined Blair as exec vp-operations from president of R.J. Reynolds Industries' Del Monte specialty grocery products division late last year, "We should be able to grow that business dramatically without one new household reached." (Advo now reaches 42 million households nationwide.)

Turmoil hits fsis

Last year Blair saw 1983's \$15.8 million operating profit turn into a 1984 operating loss in its John Blair Marketing unit, which prints, sells and distributes manufacturers' cents-off coupons in freestanding inserts (fsis) to Sunday newspapers. Total operating profit for John Blair & Co. in 1983 was \$47 million. The 1984 operating profit in Blair's marketing services division was slightly more than \$6 million, reflecting almost exclusively the blending of Advo's profits into the marketing services group.

Turmoil hit the fsis business last year, said Steven Kampf, an Advo veteran who became president of the marketing unit last year.

"The price-value relationship in the fsis business has eroded substantially," said Mr. Kampf. The concept of category exclusivity for advertisers' products virtually has disappeared as the four major pro-

ducers of fsis increased the number of coupon dates offered to the extent that as many as four inserts would show up in the same Sunday newspaper. A price war among the fsis producers further exacerbated the profit picture, said Mr. Kampf.

John Blair Marketing has cut the number of fsis dates planned for 1985 to 21, six less than it produced in 1984. At the same time, it has increased the number of its exclusive Network Mail (a shared-mail program that uses a coupon insert as a wrapper for several advertising inserts) from 12 to 20.

Blair's broadcasting businesses are "moving ahead very nicely," said Mr. Fritz, although time sales at the company's San Juan, P.R., and Oklahoma City tv stations have been somewhat soft during the first quarter of 1985, with all business off in San Juan and national sales off in Oklahoma City.

Business is booming

Business is booming at two other John Blair units, its Blair Television advertising representative company and its Blair Entertainment division. The company's eight radio stations also are doing well, Mr. Fritz said.

Its two radio representative companies are profitable, but they don't contribute heavily to the bottom line. "I don't think you make a lot of money in the radio rep business," said Mr. Fritz. But the company has a long history in the rep business, with several major long-term clients and its own radio stations. "It's a business that is profitable," he said, "but you're not going to get rich that way."

Through the rest of 1985, Blair will continue its inward focus, oiling and greasing the Advo cash machine and building up the corporate coffers. Mr. Fritz does not expect any major acquisitions this year. But he clearly does want to buy more radio and tv stations, now that the Federal Communications Commission has increased the number of tv and am and fm radio stations that one company can own from seven to 12 of each.

"I would think that it's probably going to take place in 1986," he said, "not in 1985. We've got a few other things we have to clear up before we get back into an acquisition mode."

CORRECTIONS & CLARIFICATIONS

- The rate card for Marketing Evaluations Inc., Port Washington, N.Y., calls for \$50,000 per year per tv network for its full TvQ Program ratings service and \$12,500 annually for each network for its Performer Q service, not \$690,000 annually per network as reported in an article headlined "Audience reaction steers tv program pilots" (AA, Feb. 28, P. 27). Steven Levitt, MEI president, also points out that ABC is not a subscriber to the Performer Q ratings. He also notes that the Screen Actors' Guild did not, as reported, file a lawsuit against him. What actually happened, he said, was that a bill that would have outlawed Performer Q and other entertainer surveys was defeated in the California state legislature and ultimately was withdrawn. Thus, the action did not constitute a lawsuit specifically directed against him.
- The magazine among those with the largest percentage declines in circulation for the six months ending Dec. 31 (AA, March 4, P. 66) should have been identified as *Tiger Beat*.
- Grey Advertising's full-year

1984 net and gross income were incorrectly reported in a chart on public ad agency financial results (AA, March 11, Page 90). Net income for the year was \$10.2 million, up 27.3% from \$8 million in 1983, while gross income was up 26%, to \$204.1 million from \$162 million.

- The Ad Whirl column (AA, March 14) incorrectly reported that the Marschalk Co. had refused to work with top-model Christie Brinkley because of a quarrel she had with another model while shooting an ad for the agency. Marschalk says it has never worked with Ms. Brinkley. Ms. Brinkley has called the report "completely false."

- Zwiren & Wagner, Chicago, is the agency for Beecham Cosmetics' Diane Von Furstenberg "In the Pink" skin fitness kit and Vitabath bathing gel (AA, March 11, P. 82) #

Hale opens pr agency

NEW YORK—Alan Hale Public Relations, a new public relations agency specializing in entertainment clients, is opening offices here at 1501 Broadway, 10036.

Mr. Hale was formerly in the position of account exec at March Five Inc. #

HOME BILLBOARDS
Put Your Name
On Their Refrigerator
Custom Designed Memo Boards
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Marker Incl. Agency Commissions
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DIRECT MARKETING

Direct-marketing agencies register strong '84 gains

NEW YORK—Last year was a strong year for direct-marketing agencies, according to the annual survey of billings released by the Direct Marketing Assn.'s research department. Only one agency posted a decline for the year; virtually all others that reported showed sizable increases.

However, there are some new faces showing up among the 10

leading direct-marketing agencies as reported by DMA, largely the result of a change in the way the statistics are compiled.

This year for the first time, DMA is publishing two lists, one for agencies that provide only the usual agency fare and a separate, smaller, listing of those specialized agencies that also combine in their billings the revenue derived from

related businesses such as letter-shops, database or printing.

In the past, DMA has not separated the two groups, much to the consternation of agencies that did not report or did not have related income. The change, according to a spokeswoman at DMA, was made by the association's research department and a committee of agency representatives. "They didn't want to compare apples and oranges any longer," she said.

Of the 10 leading agencies listed a year ago, two have been moved off the general list and now appear on the smaller list of specialty agencies. The Direct Marketing Group, which last year had been considered the third-largest agency, now heads up the list of specialized agencies. And the Direct Marketing Agency, purchased last year by Cunningham & Walsh, moved from the No. 8 spot last year to No. 4 on the specialized list.

Those moves, plus the acquisition of Smith-Hemmings-Gosden by Foote, Cone & Belding, also on the smaller list, made room for three new agencies in the Top 10—Soskin/Thompson, MARCOA Direct and Direct Inc. (formerly Benton & Bowles Direct). They're Nos. 8, 9 and 10, respectively.

Another change among the leading agencies was Grey Direct, moving from No. 9 to No. 5 on the strength of a 43.4% increase in revenue, the largest increase reported by the leading agencies. Ayer-Direct moved the other way, dropping to No. 14 with a 10.3% decline in billings.

Specialty DM Agencies¹

This list represents only those agencies that responded to a request made in 1985, for their full-year U.S. 1983 and 1984 billings. All figures were supplied by the individual agencies, which were asked to include space and broadcast billings, billings for materials and services provided by organizations outside the agency, capitalized agency fees, and revenues derived from other direct mail activities. Source: DMA Research Department.

Rank/Agency	Billings (\$ millions)		Per cent Change
	1984	1983	
1. The Direct Marketing Group	82.1	65.7	25.0
2. Krupp/Taylor	58.3	44.2	31.9
3. Allied Graphic Arts	52.2	48.0	8.8
4. Direct Marketing Agency	50.1	40.0	25.3
5. FCB Direct ²	48.7	41.8	16.5
6. Epsilon	33.9	25.0	35.6
7. Hub Mail Advertising	28.0	21.5	30.2
8. Computer Marketing Services (CMS)	21.6	17.4	24.1
9. Direct Mail Corp. of America	20.0	17.5	14.3
10. Marketing Communications	13.2	9.8	34.5
11. Manus Direct Response Marketing	8.4	3.7	127.0
12. Karl Rove & Co.	7.8	3.5	122.9
13. WOL Direct	7.6	6.0	26.7
14. Frank/James Direct Marketing Co.	6.7	3.7	81.1

¹Refers to agencies that also derive revenues from related businesses such as lettershops, database or printing operations.

²Includes Smith-Hemmings-Gosden.

Repeat customers mean \$\$: Exec

NEW YORK—The key to profits in direct marketing is repeat business, but, unfortunately, little thought is given to retaining customers until the introductory advertising is well under way, according to Terry Reiner, exec vp, Zimmermann & Reiner Direct.

Addressing a recent meeting of the Direct Marketing Club of New York, Ms. Reiner outlined the essential elements of a campaign built around "retention marketing."

"The first principle," she said, "is providing a strong and unique position or reason for your product or service...developing realistic expectations on which you can deliver...and developing and estab-

lishing frequency tactics before the introduction."

Techniques available to direct marketers, she said, include bounce-back materials included with orders, follow-up telephone calls and post-purchase catalogs.

She cautioned against techniques that work against future orders. "I think there is nothing more bizarre than the system which health clubs or gyms have of forcing members to stop being customers by limiting the period of their memberships and making them renew once a year if they want to continue. Why not go with human nature, like an insurance company or a book club, and force a customer to cancel if they don't want to continue. What's wrong with a lifetime membership to the East Side Tennis Club?"

Once a business is launched, she said, the company then must work to hold on to its customers. Reasons they might leave include unrealistic expectations not satisfied, a bad experience with the product or ser-

vice, inertia or apathy, or more competitive alternatives.

Methods that have been successfully employed to counteract these problems, she noted, include communications—personally addressed if possible—that involve the customer in the business. Surveys and brochures often are used, she said. And research, she added, not only helps to keep customers motivated, it can reveal facts about your customers that can help with future sales.

As the customer relationship grows, it becomes especially important to track and monitor its progress, she said. Careful monitoring can reveal whether or not you're keeping long-term customers satisfied.

And one way to do that, she said is to recognize and reward customers for long-term patronage. "You must give your long-term customers the impression that they are members of an exclusive group who, because of their loyalty, are entitled to unadvertised specials not available anywhere else." In so doing, she said, "You force them to maintain a high level of interest in your relationship."

General DM Agencies

This list represents only those agencies that responded to a DMA request, made in 1985, for their full-year 1983 and 1984 U.S. billings. All figures were supplied by the individual agencies, which were asked to include space and broadcast billings, billings for materials and services provided by organizations outside the agency, and capitalized agency fees. Source: DMA Research Department.

Rank/Agency	Billings (\$ millions)		Per cent Change
	1984	1983	
1. Wunderman, Ricotta & Kline	159.0	124.2	28.0
2. Ogilvy & Mather Direct Response	133.0	95.0	40.0
3. Stone & Adler	72.7	55.8	30.2
4. Rapp & Collins	58.6	50.2	16.7
5. Grey Direct	56.8	39.6	43.4
6. Kobs & Brady Advertising	52.0	44.3	17.4
7. Chapman Direct Marketing	45.9	41.5	10.6
8. Soskin/Thompson	41.9	36.6	14.5
9. MARCOA Direct	35.1	24.6	42.7
10. Direct Inc. ¹	32.0	18.8	70.2
11. Barry Blau & Partners	30.8	21.4	43.9
12. BBDO Direct	30.7	24.4	25.8
13. DR Group	29.3	25.5	14.9
14. AyerDirect	26.0	29.0	-10.3
15. McCaffrey & McCall Direct Mktg.	25.0	12.0	108.3
16. The Frank Vos Company	24.5	21.8	12.4
17. Fairfax Advertising	23.0	19.0	21.1
18. Scall, McCabe, Sloves Direct	20.7	14.0	47.9
19. Bozell & Jacobs Direct	20.1	14.7	36.7
20. March Direct Marketing	20.0	18.0	11.1
21. Brown Direct	15.3	6.7	128.4
22. TLK Direct	13.6	11.5	18.3
23. DFS Direct	11.9	3.7	221.6
24. Bloom & Gelb	9.1	8.0	13.8
25. Nelson/Panullo/Jutkins Direct Mktg.	8.6	5.2	65.4
26. Buchanan/Vinson/Rosenfield Direct	8.5	4.0	112.0
27. Taurus Marketing	8.0	5.0	60.0
28. Leber Katz Partners Direct Mktg.	8.0	—	—
29. MacDantz Direct	7.3	1.6	356.3
30. Cramer-Krasselt Direct	6.6	5.4	22.2
31. J.W. Prendergast & Associates	5.2	3.8	36.8
32. Muldoon Direct	5.2	3.2	62.5
33. Marschalk Direct Marketing	4.5	0.8	462.5
34. Parsons & Kern Advertising	3.3	—	—
35. Wakeman & deForrest	2.9	1.3	123.1
36. Gerald Patis Advertising	2.8	2.7	3.7
37. Woolard Advertising	2.6	1.5	73.3
38. D'Arcy Direct	2.6	—	—
39. Communique	2.6	—	—
40. Jacobs & Clevenger	2.0	1.2	66.7
41. Henderson Direct	1.2	0.6	100.0
42. Cargill, Wilson & Acree	1.0	—	—

¹ Formerly B&B Direct

New shop helping its clients bail out

MINNEAPOLIS—S.E. Nelson, a new full-service general and direct advertising agency, is using a direct-mail and telemarketing campaign to develop business.

The agency, which opened its doors in mid-February, developed a self-mailing brochure that it is sending to 400 targeted potential customers.

"We're positioning ourselves as an agency that you call when you're really up against it," said founder and president Lance Nelson. "We're going after four types of companies—high-tech, health-care, financial services and companies where new products are an important element of growth, like package goods."

To that end, the brochure teases, "You've just been tossed out of an airplane with no parachute. What do you do?"

The answer: "Pull the cord [the one attached to your phone] to head for a softer landing."

The mailings were directed to companies in the Twin Cities, Chicago and St. Louis.

The brochures will be followed by a second mailing that contains a reprint of a Minneapolis Star & Tribune article that reported on

the new agency. A third mailing will consist of a personal letter from Mr. Nelson, to be followed by a call, meeting and lunch.

"My experience is that, so far, the brochures haven't prompted very many phone calls. But when I call, there is instant recognition of who we are and that they received the mailing," he said.

S.E. Nelson already has two clients, neither of which were won via the campaign. Both are located in the Twin Cities.

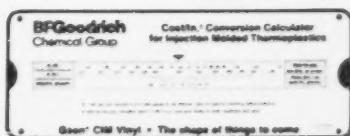
Before founding his agency, Mr. Nelson was exec vp at Associates & Larranaga, an advertising agency here. Earlier, he served as director of new products at Land O' Lakes and as an account supervisor at what then was known as Needham, Harper & Steers, Chicago, where he worked on the Anheuser-Busch and McDonald's accounts.

S.E. Nelson is located at 112 N. Third St., 55401.

Senior editor Paul L. Edwards, New York, is the editorial director of the ADVERTISING AGE Direct Marketing section.

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Tv spot testing flat for '84

NEW YORK—There were 8,037 incidences of tv commercial testing in 1984, a slight dip from 8,066 tests in 1983, market researcher Jack Honomichl reported at the 31st annual conference of the Advertising Research Foundation here last week.

Mr. Honomichl said the 1984 figure was down a scant 0.4% from 1983. The figures he presented were compiled from confidential data supplied by 11 research orga-

nizations and two major advertisers, General Foods and General Mills.

The research companies included ASI Marketing Research, Bruzzone Research Co., Burke Marketing Research, Gallup & Robinson, Mapes & Ross, M/A/R/C, McCollum/Spielman Research, Sherman Group, Video Storyboard Tests, Vopar Marketing Research and Westgate Research.

Mr. Honomichl also unveiled the ARF's new magazine research expenditures index, which he helped develop in cooperation with the ARF and the Magazine Publishers Assn.

There are 26 publications participating in the index. Of the \$7.1

million invested by those magazines last year, 46% of the total was invested in syndicated audience measurement studies; 15% for custom ad hoc studies; 12% for editorial development and evaluation, and 27% for "all other."

The magazines covered by the index include *Better Homes & Gardens*, *Bride's*, *Business Week*, *Family Circle*, *Field & Stream*, *Forbes*, *Gentlemen's Quarterly*, *Glamour*, *Golf*, *Golf Digest*, *Gourmet*, *House & Garden*, *Inc.*, *New York*, *Parents*, *Playboy*, *Popular Science*, *Reader's Digest*, *Seventeen*, *Smithsonian*, *Southern Living*, *The New Yorker*, *Tennis*, *U.S. News & World Report*, *Vanity Fair* and *Vogue*.#

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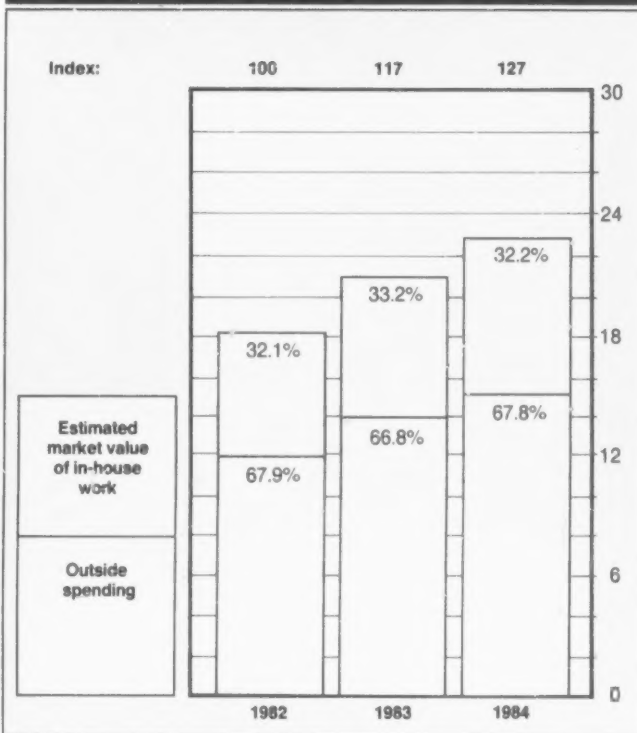
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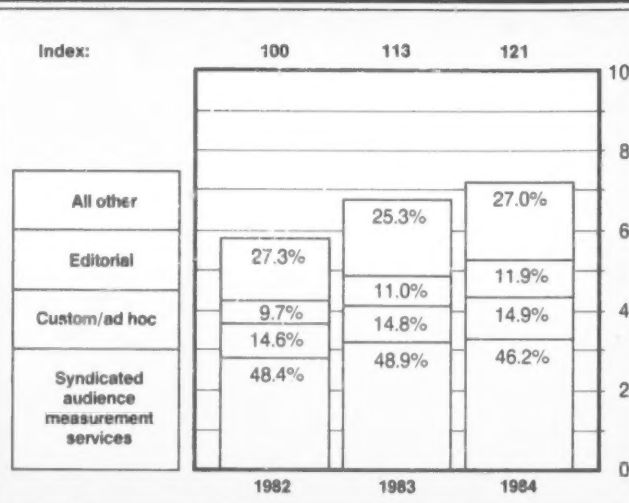
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Index of metro newspaper research spending



Index of consumer magazine research spending



Study warns of harm from 15-second spots

NEW YORK—The first results from the J. Walter Thompson/ABC-TV study on split-30s indicate that a proliferation of 15-second ads could seriously damage both network tv and advertising.

Many viewers are unable to distinguish the length of different ads within a pod, the four-month long study revealed.

However, "viewers believe they see more advertising [and] become more negative to it," Edith Gilson, senior vp-research, JWT, said last week at the Advertising Research Foundation's 31st annual conference.

ABC's vp in charge of marketing and research services, Marvin Mord, also noted the threat to the networks: "While it may be true that advertisers will be the first to receive negative messages from viewers disturbed by clutter, television as well will eventually feel the negative impact." Mr. Mord added, "A reduction in the quality of advertising and a decrease in our viewing audience will both put

at risk a loss of advertising revenues."

In their study the partners used five 30-second and eight 15-second ads in several different pod configurations. Each pod had different combinations of 15s and 30s. For example, one pod had only three 30s; a two-minute pod had eight 15s. The pods were embedded in two unaired sitcoms, both supplied by ABC, and shown to 5,600 respondents.

While the study showed that viewers reacted negatively to the clutter, it revealed that the effectiveness of a 30-second unit was not hurt by 15-second adjacencies.

This point is key because many advertisers fear that a flood of shorter units could hurt 30s and 60s. The study found that longer units, in fact, prospered in a sea of 15s.

"We determined that increasing the number of 15-second commercials in a pod enhances the effectiveness of the 30s in [the] pod," Ms. Gilson said.#

GLEN-WARREN BROADCAST SALES



William H. Cox



Richard L. Hetherington

Mr. E. J. Delaney, Chairman of the Board of Glen-Warren Broadcast Sales, a division of Baton Broadcasting Incorporated, is pleased to announce the appointment of Mr. William H. Cox as President of the company.

Mr. Delaney also announced the appointment of Mr. Richard L. Hetherington as a Vice President of the company.

Both these gentlemen have extensive experience in the broadcast industry and they are located at 2 Bloor Street West in Toronto.

Glen-Warren Broadcast Sales represents a number of Canadian and American broadcast properties, and Mr. Cox's new duties shall encompass the enlargement of that aspect of that business.

Humphrey to head IMI

FAIRFIELD, N.J.—Jack Humphrey has become president of the newly formed Institute of Medical Information.

Mr. Humphrey formerly was a vp at the Health Education Technologies division of BBDO Health & Medical Communications, New York.

IMI is a division of Daniel Glassman Advertising and specializes in medical education programs, seminars, teleconferencing and publications.

The new unit also assists pharmaceutical companies in developing education programs for domestic and international clients and markets.

Its offices are at 116 Fairfield Rd., 07006-2475.#

Food

(Continued from Page 12)

template.

But if food companies and trade groups are wary of plunging headlong into the medical-claim quagmire, they may be tempted in the near future to hang their promotions onto some major education programs planned by the National Institutes of Health for cholesterol and coronary care.

The National Heart, Lung and Blood Institute expects to launch a major cholesterol education campaign in the coming months, emphasizing the link between reduced cholesterol and lower coro-

nary risk.

Dr. Ron Goor, program coordinator, reports several "feelers" from food marketers, but still no agreements. Dr. Goor indicated that some trade groups—including the beef and pork industries—might not be anxious to see a nationwide educational program that, in effect, would warn consumers against eating too much beef, pork or other high-cholesterol foods.

One company that has expressed interest has been Quaker Oats Co., Chicago, according to Dr. F.E. Scarborough, director of FDA's regulatory affairs staff. The company is awaiting results from a Northwestern University study on the beneficial effects of oats on cholesterol levels before deciding whether to incorporate such information into its promotions.

Also, Dr. Scarborough said, the fish industry has approached the institute about involving itself in the low-cholesterol campaign.

Mark White, associate director of the heart, lung and blood institute, expects "quite a number of collaborative efforts" between food marketers and the institute's cholesterol education program.

"We've heard from a number of food companies and trade groups," he said. "The industry sees this thing developing... and knows that they could be a big force in it."#

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March

Current month 1985 1984 Year to date 1985 1984

Art & antiques

American Artist	70.0	69.0	204.7	182.8
Antiques	145.5	136.3	467.0	456.0
Antique Monthly	28.1	83.0	82.0	95.0
Art in America (11X)	117.5	128.0	294.3	371.9
Southwest Art	85.2	78.8	229.0	228.2
Total Group	446.3	443.1	1,277.0	1,333.9
% change		+0.7%		-4.3%

Auto/cycle/rec. vehicles

AutoWeek (52X)	130.3	102.9	324.9	304.9
Car & Driver	101.3	89.6	294.3	212.1
Car Collector & Car Classics	16.1	20.8	59.1	61.9
Car Craft	75.3	60.3	172.8	145.6
Cycle	64.1	75.1	131.8	143.3
Cycle Guide (11X)	46.1	54.9	100.4	113.3
Cycle World	79.8	78.0	153.1	151.0
Dune Buggies & Hot VWs	84.2	72.6	240.0	230.1
Family Motor Coaching	169.5	166.3	481.3	449.9
4 Wheel & Off-Road	65.2	66.0	185.6	162.7
Four Wheeler	80.9	65.2	232.3	178.5
Hot Rod	63.2	51.3	144.1	119.6
Motorcyclist	44.9	51.5	86.2	98.0
Motor Trend	81.7	56.6	200.3	144.2
Motorhome Life	101.0	95.3	277.6	248.6
Pick-Ups & Minitrucks	31.2	32.3	79.6	70.4
Road & Track	115.7	106.9	288.3	252.2
3 Wheeling	49.2	29.4	144.8	75.3
Trailer Life	132.4	136.3	352.0	352.4
Total Group	1,532.1	1,411.3	3,948.5	3,514.0
% change		+8.6%		+12.4%

Boating & yachting

Boating	163.0	184.2	472.0	475.7
Chesapeake Bay	28.0	26.0	84.1	82.4
Cruising World	146.3	148.4	394.5	410.0
Lakeland Boating (10X)	75.5	62.6	201.7	164.3
Motor Boating & Sailing	161.3	170.1	610.0	558.2
Sail	161.2	168.6	438.2	438.1
Sea & Skipper	54.2	62.8	159.2	175.5
Small Boat Journal (6X)	—	—	42.0	42.6
Trailer Boats (11X)	46.2	52.0	111.7	112.6
Western Boatman (6X)	49.5	20.3	103.6	59.6
Yachting	176.9	197.2	566.4	567.8
Total Group	1,062.1	1,092.2	3,183.4	3,086.8
% change		-2.8%		+3.1%

Canadian

L'Actualite	56.8	68.0	121.3	149.5
Chateaine	—	—	—	—
English Edition A	123.1	107.9	276.0	261.2
French Edition	95.2	90.2	219.7	220.6
City Woman (5X)	38.8	54.8	38.8	54.8
Equinox (6X)	29.0	50.5	48.9	80.3
Financial Post A	31.0	36.3	87.6	101.6
Finance A	81.7	57.6	169.6	112.8
HomeMaker's (10X)	51.8	89.1	116.8	176.0
Madam Au Foyer (10X)	43.8	84.5	100.3	156.0
Maclean's (52X) A	130.0	110.1	332.7	293.0
Montreal Caennor	44.0	32.0	79.8	74.0
Montreal Ce Mois C	50.5	41.0	86.3	88.0
Reader's Digest	—	—	—	—
Canadian-English A	75.3	66.1	132.1	123.3
Canadian-French A	51.5	58.1	92.5	107.6
Vancouver	87.6	81.5	185.3	179.5
Total Group	990.1	1,027.7	2,087.9	2,178.3
% change		-3.7%		4.2%

Civic/fraternal

American Legion	30.5	29.7	95.5	94.8
Eks (10X)	18.4	20.0	69.7	83.0
Kiwanis (10X)	16.6	11.7	44.7	38.3
Lion (10X)	4.7	7.5	16.2	25.1
Moose	22.0	24.0	46.0	48.0
Rotarian	11.6	11.4	38.7	47.4
VFW (11X)	28.5	31.5	81.4	95.4
Total Group	132.3	135.8	392.2	432.0
% change		-2.6%		-9.2%

Comics

DC Comics	6.0	8.0	21.5	26.0
Marvel Comics Group	9.0	9.0	27.5	29.0
Total Group	15.0	17.0	49.0	55.0
% change		-11.8%		-10.9

General

American Health (10X)	66.9	56.8	109.1	110.8
American West (6X)	52.2	26.3	77.7	48.8
The Atlantic A	57.6	52.0	120.8	111.9
Audubon Magazine (6X)	30.4	30.4	61.3	54.0
Bon Appetit A	85.0	75.1	231.4	206.9
Changing Times	40.3	53.8	109.2	142.1
Connoisseur	59.8	57.6	139.6	121.4
Ebony	87.2	86.4	244.4	222.5
Fifty Plus	30.0	36.5	99.5	115.0
Food & Wine	37.9	34.9	113.8	102.6
Games	13.1	23.2	48.9	66.2
Gourmet	98.7	82.3	251.5	194.4
Home Entertainment (8X)	—	—	38.3	34.0
Harper's Magazine A	27.2	28.6	77.2	74.4
Life	50.6	40.0	166.9	152.2
Modern Maturity (6X)	50.1	40.6	93.9	65.8
Money	132.6	124.2	337.3	317.7
Moneyworth (4X)	11.0	9.8	24.8	27.0
Mother Earth News (6X)	41.5	51.0	94.5	113.8
Mother Jones (10X)	16.7	18.2	29.0	34.9
National Geographic	20.6	27.1	57.9	57.8

Current month 1985 1984 Year to date 1985 1984

Prevention	55.4	65.0	186.8	213.2
Psychology Today	29.0	26.9	83.5	69.9
Reader's Digest A	93.7	83.7	215.2	237.5
Saturday Evening Post (9X)	33.0	39.2	62.9	87.6
Signature	56.4	74.0	154.7	170.2
Smithsonian	106.3	100.9	261.9	257.8
Success	37.5	32.2	85.5	104.1
Sylvia Porter's Personal Finance (6X)	44.5	30.5	79.5	35.0
Town & Country	137.3	156.8	339.3	353.5
Travel	65.1	73.5	148.4	160.6
Travel & Leisure	126.1	131.5	311.8	303.1
Vanity Fair	36.7	24.7	92.2	72.0
Video	81.7	56.8	237.8	196.8
Writers Digest	20.4	34.8	65.1	83.6
Yankee	61.8	79.0	203.5	260.9
Total Group	1,989.3	1,964.3	5,065.1	4,982.0
% change		+1.3%		+1.7%

Home

Americana (6X)	47.5	46.5	87.8	81.0
Architectural Digest A	144.3	138.5	327.7	305.7
Better Homes & Gardens	136.2	111.4	306.1	277.9
Colonial Homes (6X)	62.0	72.8	108.2	130.8
Country Journal	34.1	39.2	101.9	121.6
Country Living	63.1	59.1	182.8	167.1
Dallas/Ft. Worth	—	—	—	—
Home & Garden	58.6	69.1	167.0	174.4
Family Handyman (10X) A	64.4	83.2	182.9	208.5
Flower & Garden (6X)	—	—	47.3	60.4
Home	48.7	60.8	147.2	139.0
The Homeowner (10X)	31.2	27.7	63.7	52.2
Horticulture	39.0	26.0	113.0	83.0
House Beautiful	82.8	93.6	199.6	223.0
House & Garden	110.7	81.7	261.5	200.1
Houston Home/Garden	72.8	93.1	237.8	246.0
Metropolitan Home	52.6	54.3	171.3	159.0
New Shelter (9X)	48.3	50.8	174.3	152.5
1001 Home Ideas	44.3	44.3	122.2	103.9
Organic Gardening	59.1	77.0	199.3	260.4
Phoenix Home/Garden	70.2	61.0	200.1	175.8
San Diego Home/Garden	62.0	53.5	182.7	172.2
Southern Accents (6X)	91.6	81.8	165.1	130.8
Southern Living	145.8	141.7	335.8	337.0
Sunset Magazine A	151.7	145.3	360.3	345.1
Texas Homes	71.3	72.0	224.8	224.3
Workbench (6X)	59.0	69.4	123.3	130.8
Total Group	1,851.9	1,853.8	4,793.7	4,662.5
% change		-0.1%		+2.8%

Inflight & other passenger

Alaska Airlines	41.9	43.8	126.1	122.9
American Way (26X)	127.1	95.2	323.3	297.0
East/West Network	—	—	—	—
Eastern Review	99.5	121.3	312.0	353.7
Northwest Orient	37.5	24.7	106.8	88.7
Ozark	38.0	36.7	102.5	124.9
PSA Magazine	80.8	91.2	215.1	256.4
Pan Am Clipper	57.5	68.0	161.2	163.7
Republic Scene	43.7	56.2	122.9	164.9
Spirit	94.5	89.9	256.7	252.2
United	93.7	123.2	248.1	317.2
USAir	59.5	64.2	136.1	175.7
Western's World	51.5	55.8	142.5	173.7
Halsey Publications	—	—	—	—
Air Car	43.3	48.3	137.1	134.6
Delta Sky	76.3	81.2	204.1	228.3
Frontier	23.2	31.6	76.7	100.7
Skyline	21.5	18.0	68.5	57.0
Hawai (6X)	26.0	21.0	73.5	65.4
Pace	68.2	88.3	151.0	166.1
Spirit of Aloha (6X)	25.7	20.5	73.0	62.3
Total Group	1,109.4	1,179.1	3,037.2	3,305.4
% change		-5.1%		-8.1%

Men's

Esquire A	57.8	53.2	101.5	98.0
Freemason Magazine (13X)	44.2	50.0	119.6	117.6
Gentlemen's Quarterly A	214.8	188.0	381.1	370.8
Penthouse A	28.6	40.1	110.0	133.6
Playboy A	55.0	58.8	200.4	191.4
Total Group	400.4	390.1	912.6	911.4
% change		+2.6%		+0.1%

Metropolitan

Aloha (6X)	38.6	26.5	66.8	51.7
Atlanta	49.8	59.8	135.9	148.4
Baltimore	70.0	56.8	210.7	157.0
Boston	129.0	127.3	416.1	356.7
California	68.9	68.7	192.6	152.5
Charlotte (10X)	21.0	20.0	46.0	36.0
Chicago	116.5	121.2	318.3	337.6
Chicago's North Shore	74.1	80.7	223.6	230.6
Cincinnati	53.9	41.2	166.0	128.9
Cleveland	61.3	61.8	235.9	197.7
Coast (38X)	344.5	300.0	502.0	453.6
Columbus Monthly	53.4	64.4	176.4	163.1
Commonwealth	37.5	39.0	121.9	114.5
Connecticut	86.5	68.4	246.1	215.5
Country Magazine	51.0	40.0	117.3	93.0
D/Magazine, Dallas/Ft. Worth	107.0	108.1	321.4	294.5
Denver	25.2	26.3	78.3	62.5
Exclusively Yours	—	—	—	—
Wisconsin (15X)	46.8	47.6	128.7	155.8
Grand Rapids	68.0	75.3	137.3	145.3
Gulfshore Life (10X)	76.3	103.4	225.9	305.4
Honolulu	52.1	53.3	175.3	161.4
Houston City	78.3	74.2	198.9	201.9
Indianapolis	37.3	51.4	99.0	183.4

Current month 1985 1984 Year to date 1985 1984

Kansas City	25.3	26.4	91.8	98.1
Los Angeles	172.0	183.0	457.0	500.0
Louisiana Life (6X)	61.9	65.0	132.2	124.4
Madison	65.0	48.0	189.0	188.0
Metropolitan Detroit	60.6	107.3	183.3	—
Miami Mensual	41.3	38.5	127.8	115.0
Miami/South Florida	66.5	71.2	251.6	251.4
Milwaukee	65.6	41.7	182.9	98.9
Minneapolis/St. Paul	106.0	86.6	301.4	228.0
Monthly Detroit	48.2	35.5	128.9	97.3
Nashville	40.0	29.0	95.0	81.0
New Jersey Monthly	51.5	50.6	162.3	145.7
New Mexico	16.8	24.2	110.6	99.2
Ohio	76.0	65.8	181.3	142.1
Oregon	32.0	33.9	80.4	64.6
Orlando	95.5	71.3	283.8	226.3
Palm Beach Life	112.5	108.9	325.9	336.6

(Continued from Page 91)

March

	Current month		Year-to-date	
	1985	1984	1985	1984
Runner's World (13X)	31.0	43.0	94.4	133.0
Soft Water Sportman	111.5	104.3	278.5	250.0
Shooting Times	30.6	40.8	91.9	116.1
SKI (8X) A	50.2	56.9	155.1	217.0
Sealing (7X)	45.2	54.2	203.3	215.3
Skin Diver	70.6	78.2	231.0	238.1
Southern Outdoors (8X)	49.4	58.5	87.5	94.9
Sport	43.5	41.3	117.3	126.5
Sports Afield	94.7	105.0	257.1	256.5
Tennis	78.2	76.9	185.0	179.8
Western Outdoors (10X)	61.2	56.7	134.6	138.8
Total Group	1,094.5	2,240.1	5,623.2	5,623.2
% change	-8.5%		-8.0%	

Photography

American Photographer	45.0	40.8	117.9	112.4
Reflex's Photography	27.2	28.4	76.8	89.0
Popular Photography	94.1	94.2	266.0	278.9
Total Group	156.3	163.4	460.7	480.3
% change	+1.8%		-4.1%	

Religious

50 Jewish Monthly (10X)	22.5	24.5	15.5	64.7
Christian Herald (11X)	31.6	34.5	100.9	101.2
Christian Life	28.2	32.6	74.4	83.8
Christianity Today (18X)	65.8	76.5	204.0	191.5
Inside (4X)	—	—	—	—
Moody Monthly (11X)	61.0	61.7	164.5	158.9
Today's Christian Woman (8X)	50.0	41.6	89.7	65.8
Total Group	239.1	271.4	699.8	645.9
% change	-4.5%		-8.5%	

Science/electronic/mechanic

Compute	52.8	91.6	175.5	296.4
Computers & Electronics	36.0	40.0	111.6	141.4
Creative Computing	74.6	132.4	265.3	423.6
Discover	34.0	44.2	102.1	122.0
Family Computing	44.4	48.6	156.2	166.6
Home Mechanic	87.4	84.2	205.4	197.8
Info World (52X)	152.0	208.0	434.0	611.0
Omni	59.6	57.3	161.0	163.1
Natural History	37.4	47.1	121.0	139.3
Personal Computing	153.1	164.0	441.3	515.1
Popular Mechanics	98.8	101.1	267.3	271.0
Popular Science	60.0	94.9	177.6	247.8
Science Digest	27.1	22.9	88.4	75.5
Science 85 (10X)	36.9	50.5	73.8	91.3
Scientific American	45.0	64.5	131.4	179.0
Spectrum	122.0	108.7	329.3	277.0
Total Group	1,121.1	1,340.0	3,241.2	3,917.9
% change	-17.8%		-17.3%	

Women/fashion/service

Bride's Magazine (6X) A	221.4	220.4	740.3	737.6
Cosmopolitan A	208.5	201.3	513.1	536.1
Essence	84.3	78.0	227.2	223.2
Family Circle (24X) A	112.2	163.9	399.6	407.3
Glamour	221.4	199.4	450.5	429.5
Good Housekeeping A	192.2	137.1	434.3	405.1
Harp's Bazaar	213.2	206.8	424.9	414.3
Health	40.5	33.2	113.5	100.1
Ladies' Home Journal	117.5	109.6	304.3	299.4
Lady's (10X)	37.2	33.0	109.7	113.5
Lady's Circle	8.4	5.7	12.5	22.0
Mademoiselle	137.6	135.6	306.4	340.9
McCall's	94.7	88.8	263.2	249.5
Modern Bride (6X)	216.4	210.9	704.9	624.7
Ms.	51.3	54.6	136.7	129.9
New Woman	67.6	57.0	150.2	139.2
Parents Magazine A	96.1	71.6	254.2	197.5
Playgirl	42.0	40.2	129.8	122.3
Redbook	101.5	92.4	272.2	249.4
Self	128.9	102.1	267.8	240.2
Seventeen	174.3	182.2	327.1	322.7
Shape	64.0	51.0	180.5	154.0
Soap Opera Digest (25X)	26.4	29.2	74.6	78.0
Teen Magazine	51.1	50.0	116.1	115.7
True Story A	45.2	56.7	130.3	225.8
Vogue	416.5	362.3	820.4	745.5
W Magazine	169.2	153.0	391.4	377.4
Weight Watchers	—	—	—	—
Woman's Day (16X) A	100.7	110.1	267.2	277.7
The Workbasket (10X)	42.2	38.1	131.6	123.0
Working Mother	75.2	70.4	208.7	192.3
Working Woman	122.0	102.4	279.6	249.0
Total Group	3,679.7	3,447.0	9,142.6	8,943.6
% change	+6.6%		-3.4%	

Youth

Boys' Life	18.9	16.3	57.7	55.0
Comics Life (10X)	68.7	65.3	175.7	156.4
Total Group	87.6	81.6	233.4	211.4
% change	+7.4%		+10.6%	

February

	Current month		Year-to-date	
	1985	1984	1985	1984
Arizona Business	—	—	—	—
Gazette (52X) D	23.7	24.8	51.3	43.6
Atlanta Bus. Chronicle (6X)	42.5	46.4	84.7	77.0
Austin Business Journal (52X)	64.9	—	106.4	—
Barron's (52X)	177.3	179.2	345.4	379.3
Black Enterprise	100.0	74.7	141.6	102.7
Boston Business Journal (52X)	125.6	71.4	236.6	157.8
Business Atlanta	43.5	32.3	92.0	85.5
Business Week (52X) A	306.1	334.7	548.1	587.3
California Business	45.5	61.0	115.3	128.9
Capital District Bus. Review (25X)	40.8	38.1	85.2	84.0
Corporate Report/Kansas City	39.4	47.7	98.1	133.1

	Current month		Year-to-date	
	1985	1984	1985	1984
Corporate Report/Minneapolis	78.5	67.0	153.4	146.5
Cran's Chicago Bus. (52X)	139.3	130.3	256.7	244.7
Cran's Cleveland Bus. (52X)	70.3	58.1	132.1	112.6
Dallas/Ft. Worth Bus. (52X)	53.0	28.5	94.2	64.2
Dun's Business Month	60.0	60.7	151.0	183.0
Financial World (24X)	38.8	22.0	61.6	52.8
Florida Trend (13X)	74.6	70.8	177.1	162.5
Forbes (26X)	234.5	224.5	427.2	486.1
Fortune (26X) A	187.5	186.2	334.7	362.2
Frequent Flyer	49.2	52.0	93.9	86.9
Futures (13X)	48.1	54.0	97.6	105.0
Howard Business	36.4	43.0	77.3	79.8
High Technology	29.8	32.0	63.0	50.7
Houston Bus. Journal (52X)	186.3	135.9	290.1	274.6
Inc. Magazine A	84.7	96.9	151.0	197.2
Income Opportunities	69.1	66.5	584.4	571.5
Industry Week (25X) A	43.3	103.5	108.2	181.4
Indianapolis Business Journal (52X)	129.0	105.5	231.4	210.6
Milwaukee Business Journal (52X)	112.9	79.2	194.2	127.8
Minnesota Business Journal	53.7	48.4	97.0	89.6
Nation's Business A	21.7	18.3	70.0	58.3
New England Bus. (20X) B	84.1	60.5	131.1	102.2
New Orleans Criticism	125.0	107.8	206.4	223.4
Pacific Business News (52X)	103.6	98.6	182.7	185.2
Philadelphia Bus. Journal (52X)	82.4	78.0	166.8	157.0
Pittsburgh Bus. Times (52X)	60.1	43.6	112.1	95.6
Savvy	30.7	39.0	64.2	83.2
St. Louis Business Journal (52X)	123.6	123.3	221.8	253.4
South Florida Business Journal	68.9	36.9	148.2	85.1
Texas Business	59.5	51.3	111.3	109.8
Venture	54.8	53.6	101.3	110.9
Total Group	3,992.7	3,280.2	7,197.2	7,032.0
% change	-8.5%		+2.3%	

Newspaper Sunday magazines*

Arizona Republic	51.8	55.2	92.2	116.1
Boston Globe	159.0	164.6	325.0	311.6
California Living	27.4	51.6	48.8	90.7
Chicago Tribune	58.2	47.5	104.7	105.6
Cincinnati Enquirer	51.2	62.0	87.6	124.5
Cleveland Plain Dealer	35.1	30.5	61.4	75.9
Columbus Dispatch	34.2	42.1	54.6	70.8
Denver Post	32.6	64.5	136.6	164.5
Detroit News	64.0	86.0	117.0	152.0
L.A. Times Home Magazine	54.8	81.6	100.8	156.0
Louisville Courier-Journal	44.3	59.0	100.8	110.8
Miami Herald	41.0	52.0	75.5	94.7
New York News	56.4	91.8	71.4	115.7
New York Times Magazine	236.9	247.6	433.1	452.0
Philadelphia Inquirer	43.6	51.2	77.1	106.3
Philadelphia Magazine	32.1	29.0	54.9	64.6
Washington Post	85.2	89.9	140.6	161.6
Total Group	1,187.8	1,386.1	2,092.1	2,474.4
% change	-16.2%		-15.5%	

Weeklies/biweeklies

The Advocate (26X)	76.5	73.2	146.6	164.9
Army Times Military Group	—	—	—	—
Air Force Times (52X)	137.3	135.7	267.6	260.7
Army Times (52X)	133.4	129.3	258.8	250.7
Navy Times (52X)	151.8	152.4	290.4	290.0
The Times Magazine	13.0	15.2	16.9	22.0
The Blood-Horse (52X)	449.8	541.9	968.4	1,213.5
Copper's Weekly (26X)	25.0	34.9	66.0	73.8
Commonwealth (22X)	5.3	8.2	14.8	16.1
Gri (52X) A	19.5	26.4	48.1	63.3
National Journal (50X)	31.0	20.3	75.0	46.3
National Review (25X)	19.0	29.5	32.8	48.5
New Republic (48X)	24.2	28.9	39.0	53.4
New York Magazine (50X)	185.9	170.1	337.9	315.1
New Yorker (52X)	210.1	262.5	373.8	467.0
Newsweek (52X) A	201.2	174.7	348.6	380.3
People (52X)	234.8	208.7	436.4	391.3
Rolling Stone (25X)	75.7	88.0	130.5	155.8
Sporting News (52X)	28.8	43.4	54.3	79.4
Sports Illustrated (52X) A	214.7	249.8	387.3	404.3
Time (52X) A	222.2	194.6	391.4	371.7
Travelhost (52X) C	2,841.0	2,720.0	5,457.0	5,315.0
TV Guide (52X) A	382.4	358.1	710.5	684.6
Us Magazine (26X)	22.5	28.0	51.2	76.5
U.S. News & World Report (52X) A	135.9	109.6	224.8	206.5
Total Group	8,841.0	8,801.4	11,128.1	11,350.7
% change	+0.7%		-2.0%	

Foreign

Good Housekeeping Foreign Editions	—	—	—	—
Australia	15.7	26.0	31.7	64.7
Japan	56.8	46.7	138.2	122.8
Great Britain	116.1	82.3	183.3	119.5
Germany	—	—	—	—
Central America	7.0	4.5	9.0	5.8
Chile	5.0	3.5	7.0	4.8
Colombia	8.5	9.0	12.5	10.0
Ecuador	5.0	3.0	5.0	4.0
Mexico	2.0	4.5	11.5	4.8
Peru	4.0	3.5	11.0	4.8
Puerto Rico	1.0	1.5	9.5	1.8
Venezuela	3.0	3.5	21.0	13.8
Hombre De Mundo	—	—	—	—
Central America	6.0	3.0	9.0	8.0
Chile	4.0	4.0	6.0	4.0
Colombia	7.0	5.0	9.0	9.0
Ecuador	5.0	3.0	8.0	7.0
Mexico	8.0	5.0	12.0	9.0
Peru	3.0	3.0	5.0	7.0
Puerto Rico	3.0	3.0	4.0	6.0
Venezuela	13.0	11.0	22.0	20.0
Ideas Para Su Hogar	—	—	—	—
Central America	—	—	—	—
Chile	—	—	—	—
Colombia	8.0	12.0	13.0	15.0
Ecuador	4.0	6.0	6.0	8.0

	Current month		Year-to-date	
	1985	1984	1985	1984
Mexico	3.2	5.0	8.7	6.3
Peru	2.0	3.0	2.0	7.5
Puerto Rico	1.0	0.5	8.7	6.3
Venezuela	12.0	5.5	18.0	14.0
Mecanica Popular:				
Argentina	3.8	4.8	6.3	10.7
Central America	14.8	11.8	22.2	21.5
Chile	4.8	4.5	8.7	8.0
Colombia	12.3	10.5	23.2	19.7
Mexico	12.5	9.2	20.3	16.5
Peru	16.3	13.7	25.7	23.3
Puerto Rico	13.8	12.5	24.0	23.2
Venezuela	12.2	13.3	22.8	24.0
The Ring en Espanol:				
Mexico	—	—	1.0	—
Puerto Rico	—	—	—	—
U.S.	9.0	2.0	12.0	3.3
Venezuela	—	1.0	1.0	1.0
Variedades Continental:				
Central America	8.5	5.3	11.3	6.7
Chile	2.3	—	5.7	—
Colombia	37.0	30.8	54.7	51.8
Dominican Republic	—	—	—	—
Ecuador	15.7	15.3	25.3	19.7
Mexico	35.3	43.3	61.5	68.0
Peru	9.7	6.7	17.3	16.3
Puerto Rico	40.5	26.2	56.8	37.7
U.S.	34.7	36.3	63.3	66.8
Venezuela	45.3	26.3	60.0	43.0
Business Week Int'l. (52X)	84.3	90.2	162.6	156.6
Cosmopolitan Foreign Editions:				
Australia	31.0	32.3	75.0	79.4
Brazil	38.3	24.0	73.6	54.0
France	59.6	106.7	111.6	175.0
Germany	57.9	62.4	183.1	92.4
Great Britain	62.0	64.0	128.0	134.3
Greece	32.0	28.0	73.0	66.0
Holland	58.8	26.0	76.6	35.0
Italy	31.0	28.0	44.0	43.7
Japan	28.0	26.7	51.0	122.7
South Africa	73.0	—	115.0	—
Cosmopolitan en Espanol:				
Central America	1.3	—	2.0	—
Colombia	5.3	3.2	8.0	3.2
Ecuador	—	—	—	—
Mexico	16.0	22.2	33.2	37.0
Peru	2.0	—	2.0	—
Puerto Rico	25.3	16.2	32.0	22.3
U.S. (Spanish language)	22.2	21.8	38.7	33.5
Venezuela	15.8	8.5	25.5	15.0
International Communications:				
African Business	16.7	20.2	31.9	33.5
New African	16.0	18.0	35.3	37.7
The Middle East	11.7	18.6	20.0	37.0
International Management:				
Africa	7.2	12.0	14.2	18.8
Europe	43.2	26.8	69.7	44.8
Latin America	6.0	11.3	13.0	14.3
Middle East	30.3	14.7	44.0	30.2
Pacific	15.7	11.7	21.7	17.3
Johnston International:				
Alam Attijarat	39.8	49.7	90.0	90.3
Ejecutivo (6X)	8.7	4.2	8.7	4.2
Modern Africa (6X)	12.3	12.7	12.3	12.7
Modern Asia (11X)	29.5	20.0	29.5	20.0
Newsweek International A:				
Atlantic (52X)	58.5	60.2	108.2	110.4
Latin America (52X)	15.8	15.3	27.7	39.3
Pacific (52X)	43.5	46.7	83.6	101.6
Reader's Digest:				
Arabic	13.0	8.0	22.0	16.0
Asian	153.0	87.5	359.5	243.0
Australian	48.5	72.8	88.8	131.8
Belgian-Flemish	59.5	47.5	81.0	72.5
Belgian-French	41.0	41.0	66.0	61.5
British	38.0	45.2	81.8	89.8
Chinese B.	132.5	110.0	257.5	204.5
Danish	28.5	30.3	51.8	54.6
Dutch	22.5	25.5	65.0	52.5
Finnish	24.8	36.0	37.8	73.0
French	39.7	35.7	81.7	69.0
German	57.8	65.3	117.9	122.5
Iberian	14.0	13.0	19.0	18.0
Indian-English	122.0	70.0	201.5	137.0
Indian-Hindi	10.5	3.0	21.0	7.0
Italian	31.5	37.0	52.5	56.5
Japanese	43.5	40.0	91.8	63.9
Korean	21.5	20.5	46.5	45.0
Latin American:				
Argentina	21.5	17.0	38.0	32.5
Brazil	3.0	2.0	5.5	4.0
Central American	7.0	10.0	15.0	15.0
Chile	16.5	15.0	22.0	27.5
Colombia	20.0	23.0	35.0	47.0
Ecuador	6.0	10.0	14.0	16.0
Mexico	23.4	35.0	37.0	55.4
Peru	8.0	10.0	18.0	17.0
Puerto Rico	4.0	5.0	8.0	8.0
U.P.B.	7.0	8.0	13.0	10.0
U.S. Spanish	10.5	4.5	14.0	14.0
Venezuela	8.0	10.0	14.5	13.0
New Zealand	48.0	80.0	82.5	120.5
Norwegian	14.5	38.8	22.5	53.6
Portugal	19.0	24.6	33.0	39.0
South African	107.5	96.3	148.0	142.3
Swedish	13.5	13.0	21.5	40.0
Swiss-French	15.9	15.3	25.6	37.3
Swiss-German	21.3	22.6	50.1	50.2
Time International:				
Time-Asia	47.2	59.6	90.5	112.2
Time-Atlantic	59.9	75.6	106.3	114.4
Time-Canada	150.0	159.0	241.8	264.7
Time-Latin America	28.7	30.7	52.2	51.3
Time-South Pacific	71.8	84.6	157.7	139.4
Vilao (52X)	97.0	109.5	197.2	225.5
Vision/Latin America (26X) A	18.1	17.3	30.3	28.1
Progreso (9X)	15.3	6.5	15.3	6.5
Total Group	3,392.9	3,203.4	6,190.5	5,851.8
% change		+5.9%		+5.8%